



The Anticipation
of Your Going
Away

will be more pleasant if
you are prepared with
proper luggage.

Monday, Tuesday
Only, 10% Off

ON EVERY TRUNK, BAG AND
SUIT CASE IN THE STORE

Beyond the Sha-
dow of a Doubt

YOU MUST PREPARE

FOR THE HOT SUMMER DAYS TO COME

The House of Plenty

HAS PREPARED FOR YOU EXCEPTIONAL VALUES IN DESIRABLE SUMMER
WEARABLES. THIS SUMMER SELLING EVENT BEGINS

Satisfy That Parasol Desire



To introduce our
new Parasols for
summer wear, we
will sell for Monday
and Tuesday only,
All New Parasols
at **10 Per Cent**
Reduction

Buy Sandals for the Children Now

Extra Values in Barefoot Sandals

Sizes 5 to 8, worth \$1.00, at 75c
Sizes 8 1/2 to 11, worth \$1.25, at 85c
Sizes 11 1/2 to 2, worth \$1.50, at \$1.00

YOU MEN WHO ALWAYS
LOOK FOR

"Solid Comfort"

You, too, can enjoy the sum-
mer-time. Our special

**Preparedness
Sale of Men's
Wear**

affords you a splendid oppor-
tunity to buy your garments
for summer wear at important
savings.

Study These Values



Tomorrow 9 a. m.

and Continues Tuesday and Wednesday

**Wonderful Prepared-
ness Values in
Summer Garments**

For Men, Women and Children. Read Every Item.
See Our Special Window Displays.
Buy Now and Be Prepared.

MONDAY and TUESDAY

Last Two Days of Our Great
Prepare for Summer Sale of

White Goods, Wash Goods, Dress Goods and Silks

See These Special Values—Now on Display



**Coats and
Suits at 20
Per Cent
Reduction**

You can prepare for your va-
cation now by buying a

COAT or SUIT

MONDAY AND TUESDAY
AT A SPECIAL REDUC-
TION OF **20 PER CENT**
ON ALL COATS AND
SUITS.

A Great Suit Special

Consisting of genuine Palm
Beach and the popular new
"Cool Kenny" Suits in sev-
eral models and desirable col-
ors. PRICED AT

\$7.75 and \$8.75



Men's Hosiery

Men's Fine Silk and
Fibre Silk Hosiery in
black, tan, white and
fancy colors. Best
for summer wear.
PRICES—

**35c, 50c and
\$1**

Men's Palm Beach Suits

THE ONLY THING FOR
SUMMER WEAR

We have them in a large va-
riety of styles and patterns.
PRICES FROM—

\$5.95 to \$9.50



**The Morning
Plunge**

For the Hot Days—
Nothing Better

Than that early morning
bath. You'll enjoy it more
if you prepare now by buy-
ing our Special Bleached
Turkish Bath Towel (size
24x45). A 35c quality—
On Sale at **25c Each**

**Now For Summer
Waists**

Women's white organdie
and cross bar waists,
neatly trimmed with em-
brodery. Sizes 36 to 46.
Very special at... **39c**

Waists at **59c**

One lot of new spring
waists, consisting of rice
cloths, plain and figured
voiles and gingham. All
sizes available. CHOICE
AT... **59c**

A Big Waist Special

Flesh and white japonika
silk and striped crepes.
Several styles for your
choice, special... **\$1.19**



Underwear

FOR MEN AND BOYS

Just the right kind in either
union suits or separate gar-
ments. We have and keep in
stock a complete line of SU-
PERIOR AND MUNSING
Union Suits for Men. Qual-
ity considered, our prices are
always less than elsewhere.

An Exceptional Value in Mesh
Union Suits—FOR THIS
SALE... **65c**

The Famous B. V. D. at, the
suit... **\$1.00**



All Oth-
er Styles
and
Makes at
Propor-
tionately
Low
Prices



Shirts—Prepare

WE HAVE THE SHIRT YOUR PAR-
TICULAR TASTE DEMANDS

Because we have them at all prices; in all
materials and styles. Fine white and
fancy negligee shirts from... **\$1.00 to \$1.00**
Soft shirts with military and flat collars;
with detached collars and soft cuffs. Best
for hot weather wear. Prices range
from... **75c to \$1.50**
Special Sport Shirts, in pique and plique.
Cool and neat. A big value... **75c and 95c**
We sell the world-famous Milton Goodman
triple stitched ventilated work shirt. It has
no peer. Our price is always **\$1.00**. In best
materials and all wanted colors. Call and
investigate our shirt department.

A Great Straw Hat at \$1.35

PREPARE NOW!

Out of the most complete
stock of New Straw and
Panama Hats in Albu-
querque at prices ranging
from \$1.35 to \$8.50. We
particularly recommend
this good looking, stylish
rough straw model worth
\$3 and on sale in all sizes
at... **\$1.35**

Fifty dozen SOFT SILK HATS for men and boys
worth 75c and \$1. Exceptional value, choice **50c**



CPEPE KIMONO SPECIAL

Figured Serpentine Crepe and Imported Japanese Crepe
Kimonos in a desirable assortment of styles and
colors. SPECIAL... **\$1.19**

**Gingham and Rip-
pelette Petticoats**

Good quality and
well made. Spe-
cial—

50 CENTS

Middy Blouses

Good quality twill in all
white and white with blue
collars. Sizes 6 to 20, a
Special Value at—

50 CENTS

**WOMEN'S CORDUROY
SPORT COATS**

In Copenhagen, rose, tan and
white. An EXTRA VALUE
AT... **\$3.88**

**WOMEN'S CORDUROY
SPORT SKIRTS**

Several good styles in white,
rose and Copenhagen. A
SPECIALLY GOOD VAL-
UE AT... **\$3.69**



**Crepe Gown
Special**

Several styles of white
and pink crepe gowns.
CHOICE AT... **69c**

**Nainsook Gown
Bargain**

Fifteen styles of Nain-
sook gowns; low neck,
lace and embroidery
trimmed. Special... **\$1.00**

**Children's Muslin Drawers
and Knickerbockers**

Embroidery trimmed; sizes 2 to 12.
SPECIAL, TWO FOR... **25c**

**Women's
Union Suits**

Of extra fine cot-
ton. Low neck,
sleeveless with
umbrella or cuff
knee. All sizes. A
regular 65c value,
SPECIAL AT... **49 CENTS**



**MEN! GET ACQUAINTED WITH
OUR ALL YEAR LEADER**

**Kirschbaum's Guar-
anteed All Wool Suits for**

\$15.00

TO SEE THEM IS TO BUY

**Big Silk Special
for All This Week**

AN EXTRA SELECT GRADE OF YARD-WIDE TAF-
FETA, ALL COLORS AND BLACK; A BIG \$2 VALUE.
PREPAREDNESS SALE PRICE, PER YARD...

\$1.43

JUST RECEIVED—100 new sample SPORT DRESSES in natural Shantung,
combined with Green, Rose and Copenhagen stripes; Silverblooms in plain col-
ors, combined with stripes, and Awning Striped Gabardines in Rose, Copen-
hagen and Green; priced from \$7.50 to \$22.50; on sale Mon- **10% Reduction**
day and Tuesday, a special offer, at

Verify These Values By Study of Our Windows

**Four Great Summer
Values**

No. 1—A full line of linen and Rubberized Auto Coats; a
complete line of styles and sizes; all special values
and latest models and priced from... **\$2.00 to \$7.50**
No. 2—Fibre Silk Sweaters in Green, Gold, Rose, Copen-
hagen, Purple and Black and White stripes. Values
to \$7.50, EXTRA SPECIAL, CHOICE... **\$4.95**
No. 3—House Dresses, good quality Gingham, well made
and with several styles to choose from. Some with
detachable aprons. EXTRA SPECIAL, choice... **\$1.19**
No. 4—Women's White Linen Tub Skirts; neatly made
with yoke effect and finished with pearl buttons. All
regular sizes. EXTRA SPECIAL, choice... **75c**

WE DO WHAT WE
ADVERTISE

Golden Rule Dry Goods Company

We Give S. & H. Green
Trading Stamps